

CHAPTER 9 COMPREHENSIVE PLAN: DOWNTOWN PLAN ELEMENT

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- 900.1 Downtown is a key part of the District's Central Employment Area. Downtown, the original commercial area between the Capitol and the White House, is bound generally by North Capitol Street on the east, Pennsylvania Avenue on the south, 15th Street on the west, and Massachusetts Avenue on the north. This area is entirely within the northwest section of the District.
- 900.2 In May 1981, the Mayor's Downtown Committee was formed to make recommendations for achieving a "Living Downtown." Working closely with the Office of Planning, the committee recommended objectives and policies for land use, urban design, historic preservation, economic development, transportation, social programs, downtown subareas, and implementation.
- 900.3 The key land use concept for Downtown is a balanced mixture of uses to attract a variety of persons, such as District residents, suburban residents, and out-of-town visitors. The most important uses are retail, hotel, residential, and arts and culture. Although private office space will also be important, the concept of the "Living Downtown" recognizes that special efforts will be needed to attract the other desired uses.
- 900.4 Total retail space will increase only slightly but it should be more efficient and productive.
- (a) A general target of 5.7 million square feet of retail space has been established, up slightly from a base of 5.5 million square feet (target adopted 1984). The Interactive Downtown Task Force (1996) recommended an ultimate goal of 8-10 million square feet of total retail space, including a major component of retail/entertainment space.
 - (b) Retail uses should be concentrated in the Retail Core bounded by F and G Streets, N.W., between 9th and 15th Streets, N.W., in Chinatown, and at Gallery Place (the area around the National Portrait Gallery). In addition to the major retail concentrations, commercial activities will be located throughout Downtown. Retail uses should be targeted at the ground level of buildings, to focus activity on the street and encourage a healthy interaction among retail uses connected by pedestrian movements.
- 900.5 Demand for private office space in Downtown will increase as development in areas to the west is completed and market conditions improve. Office development will bring jobs and reinforce the regional importance of the Downtown. Office development Downtown shall be used to leverage the production of housing Downtown or affordable housing throughout the District of Columbia, including Downtown:
- (a) A general target of thirty-five million one hundred thousand square feet (35.1 million ft.²) of office space has been established, a significant increase from a base of thirteen million nine hundred thousand square feet (13.9 million ft.²). Office development Downtown shall be used to leverage the production of housing Downtown or affordable housing throughout the District of Columbia, including Downtown;

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- (b) Because market forces tend to favor office development over other uses, office development must be directed to ensure that the land use targets for retail, hotel, residential, and arts and cultural space are met. Office development Downtown shall be used to leverage the production of housing Downtown or affordable housing throughout the District of Columbia, including Downtown; and
 - (c) Offices should be located throughout Downtown, with concentrations around Franklin and Judiciary Squares and in Downtown East (bound by 3rd and North Capitol Streets, and by Constitution, Louisiana, and Massachusetts Avenues, N.W.). Office development Downtown shall be used to leverage the production of housing Downtown or affordable housing throughout the District of Columbia, including Downtown.
- 900.6 Hotels are significant to the economy and human vitality of Downtown. New hotels are needed to create jobs and to help revitalize Downtown. A general target of eleven thousand (11,000) hotel rooms has been established.
- 900.7 A significant residential community is necessary to a vital Downtown. A general target of five thousand four hundred (5,400) residential units has been established, a significant increase from the base of one thousand eight hundred (1,800) units. There are housing opportunities north of Pennsylvania Avenue, N.W., with the major opportunities between 6th and 9th Streets, N.W., but with additional opportunities throughout Downtown. An increase to about six thousand seven hundred (6,700) Downtown residents is proposed. The Interactive Downtown Task Force (1996) recommended achieving at least 5,000 new housing units, partly in Downtown and partly in the area north of Massachusetts Avenue, N.W.
- 900.8 Museums, theaters, galleries, studios, and related restaurants and cafes attract residents and visitors by day and night. Space for the arts in Downtown should be increased:
 - (a) The general target for public arts space calls for almost doubling existing space, from four hundred seventy thousand square feet (470,000 ft.²) to nine hundred thousand square feet (900,000 ft.²); and
 - (b) Cultural and entertainment uses should be actively encouraged to remain and expand, particularly along 7th and E Streets, N.W., where the arts are already beginning to flourish.
- 900.9 Private institutions, including churches, the Young Women's Christian Association (YMCA), Georgetown Law School, and similar institutions are expected to remain, but without a major increase in space.
- 900.10 The urban design concepts of the element build upon the existing physical framework of Downtown, the major streets, diagonal avenues, and open spaces which were important components of the L'Enfant Plan. This basic form, unique to the District, provides a strong basis for organizing Downtown growth and redevelopment.

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- 900.11 The physical center of Downtown is at Gallery Place, where the two (2) major Downtown corridors intersect. They are the 7th and 9th Streets, N.W., band linking the Archives Building to Mount Vernon Square; and the F and G Streets, N.W., band between the Treasury Building on the west and Union Station on the east. They are important connectors between major Downtown activities. Their visual effect, and sense of orientation and place are their most important characteristics.
- 900.12 In Downtown the diversity that distinguishes a flourishing metropolis can be attained by fostering individual areas whose identity arises from a mixture of scale, historic buildings, ethnic orientation, use, and level of activity. Viable subareas (such as the retail core, Chinatown, Franklin Square, and the 7th Street, N.W., arts area) indicate a maturity and an economic balance that must be achieved in Downtown.
- 900.13 New development should present its primary orientation to the sidewalk and street:
- (a) Enhancing the ambiance of Downtown depends on improving the streetscape, trees, signs, lights, paving materials, benches, and other street furniture; and
 - (b) Public and private efforts should be closely coordinated to improve the quality of the streetscape and ensure continuity of design.
- 900.14 It is important that the individual structures that are built, renovated, or preserved in Downtown bring a high quality of architecture to the District.
- 900.15 Downtown is rich in historic resources. The landmark buildings and places are essential elements for making Downtown a special focus for the District and the region. The richness, variety, and evocative quality of historic buildings distinguishes Downtown from suburban competitors. These resources must be protected while still encouraging sensitive and compatible new development.
- 900.16 Downtown already has many designated landmark buildings. Thoughtful designation of districts and remaining buildings proposed for landmark status is necessary. A full range of public and private techniques should be explored and employed in order to save landmark buildings.
- 900.17 A balanced transportation system for Downtown should be developed which makes optimal use of the street network, the Metrorail system and public space including sidewalks and alleys:
- (a) The main transportation framework for Downtown, Metrorail, and the street system, is in place. Metrorail should increase ridership and become the dominant form of transportation to Downtown;

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- (b) To avoid severe congestion, two-thirds (2/3) of all peak-hour trips should be other than by private car; and
 - (c) Additional special public transit service, possibly including a “Downtown Trolley” using special vehicles, should link Downtown activities along F and G Streets, N.W., with adjacent activity areas, including the Mall.
- 900.18 Pedestrian movement should be facilitated by wide sidewalks, where feasible, and by other amenities:
 - (a) Movement of goods should be controlled to avoid disruption to pedestrian-oriented areas and through traffic movement; and
 - (b) Use of off-street loading facilities will be encouraged.
- 900.19 If current trends are maintained, parking for office development will be sufficient:
 - (a) The special uses of the Downtown, such as the Retail Core, other retail areas, and the Convention Center require management of short-term parking;
 - (b) In an effort to control future congestion by passenger vehicles and to enhance retail activity in Downtown, a plan should be formulated to ascertain the future parking requirements of Downtown based upon an evaluation of projected development in Downtown; and
 - (c) Large development projects should be required to submit to the executive branch for approval plans to ensure proper amounts of parking for the uses to be generated by those projects.
- 900.20 Economic development in all of the District is strongly supported, with a special emphasis on previously underserved commercial corridors not in the Downtown area. Major policy thrusts should be placed on encouraging jobs in the retail and hospitality sectors of the Downtown economy, on providing incentives for new residents to move to the District, and on retaining existing businesses and attracting new industries.
- 900.21 Small businesses will play a key role in achieving desired diversity and vitality Downtown. As it has for centuries, Downtown contains a great concentration of small businesses:
 - (a) Measures should be supported to retain existing small businesses and to foster growth opportunities for new and existing small businesses. Actions must be taken to assist small and minority businesses in Downtown. The actions will be especially important to implementation; and
 - (b) Efforts should be made to retain existing small businesses that are displaced by new development projects in Downtown through, for example, a requirement to incorporate

these businesses into the new projects, incentives to incorporate these businesses into new projects, or through relocation assistance to enable these businesses to relocate within the Downtown retail core.

900.22 Social programs should accompany the increased Downtown growth. A coordinated program of social services is needed:

- (a) Health care and emergency medical services should be available to Downtown employees, residents, and visitors; a network of social services should be provided; and lighting levels, presence of people on the streets, open views, and visibility of police should be used to increase the sense of security for people in Downtown;
- (b) Accessibility for the handicapped should be extended;
- (c) The control of garbage, pollution, rodents, and construction debris should be maintained; and
- (d) Special emphasis is needed to address the problems of Downtown homeless and transient people. A coordinated program of social services is needed.

900.23 Downtown has ten (10) subareas, each with a distinct character, function, and identity. These subareas are as follows:

- (a) The Retail Core;
- (b) Gallery Place;
- (c) Convention Center;
- (d) Chinatown;
- (e) Pennsylvania Avenue West;
- (f) Pennsylvania Quarter;
- (g) Franklin Square;
- (h) Mount Vernon Square;
- (i) Judiciary Square; and
- (j) Downtown East.

900.24 The Retail Core should be Downtown's most concentrated area of department stores and shops. This area also may include office development. Both F and G Streets, N.W., as well

as linking cross-streets, should receive special streetscape treatment to create a shopping environment.

- 900.25 Gallery Place should become a special area of mixed uses primarily supportive of a sports and entertainment complex (MCI Center), Smithsonian museums, and new retail/entertainment complexes, linking Chinatown, residential, arts, and retail corridors:
- (a) With its historic buildings and museums, Gallery Place will have a special character of arts and culture;
 - (b) New developments around the National Portrait Gallery should relate to this special landmark in design, massing, and orientation, with street-front activity linking the Retail Core and 7th Street, N.W.; and
 - (c) The publicly-owned parcels should be used to realize policies for this area.
- 900.26 The Convention Center area is especially important as a new hotel and related retail concentration. Clear, pedestrian-oriented linkages to Chinatown, Gallery Place, and to the Retail Core should be emphasized to encourage visitors to explore nearby parts of Downtown.
- 900.27 Chinatown, Downtown's only ethnic cultural area, should be protected and enhanced. Therefore it should receive special treatment. Its role as a major regional and tourist attraction should be strengthened by clear linkages to public transit and adjacent areas, by developing a stronger Chinese image in its building facades and street improvements, and by attracting new development to reinforce its economic viability. At the same time, Chinatown must continue to be a mixed-use residential neighborhood, with housing, community facilities, and professional offices. Proximity to the MCI Center will increase activity in Chinatown.
- 900.28 The Pennsylvania Avenue West area is bound by 9th Street, N.W., on the east; Pennsylvania Avenue, N.W., on the south; 15th Street, N.W., on the west; and north of E Street, N.W., on the north. It connects the Federal Triangle and the Mall with the retail core. Actions should focus on the design and activity patterns of E Street, N.W., in order to increase the theater and arts presence.
- 900.29 The Pennsylvania Quarter area (between Pennsylvania Avenue, N.W., and E Street, N.W., and from 6th to 9th Streets, N.W.) is entirely within the PADC area and is an important "bridge" for the Mall, Gallery Place, and Chinatown. The revised PADC plan for this subarea includes retention of a number of older buildings and mixed-use development of residential-retail-hotel-office-arts in old and new buildings.
- 900.30 The Franklin Square subarea, including all of the eight squares which immediately abut or confront Franklin Square itself, should continue its growth as a center for office development, with public space and streetscape improvements. The 15th Street, N.W., financial district should be protected and enhanced.

- 900.31 The Mount Vernon Square area will be a major area of development in the early 21st century, as areas east, west and north of Mount Vernon Square fully develop, forming a transition between the core of Downtown to the south and the Shaw community north of M Street.
- (a) The new convention center north of Mount Vernon Square (between Seventh and Ninth Streets and from Mount Vernon Place to N Street, except for the eastern half of Square 424) will be an important new civic feature and economic catalyst for the surrounding area, Downtown, the city and the region.
 - (b) In the immediate vicinity of the new convention center site, along the 900 block of Massachusetts Avenue and L Street, N.W., there should be an emphasis on mixed-use, with hotels and other convention center-related uses mixed (excluding commercial office uses) with residential development.
 - (c) The Mount Vernon Square area should also be a primary location for residential development. New residential development should be required and encouraged through mixed-use and residential zoning and other means. Existing housing and historic resources should be protected and enhanced in accordance with District law.
 - (d) The area along Massachusetts Avenue from 9th to 15th Streets, N.W., should encompass a careful transition from predominantly commercial use south of the avenue to predominantly residential to the north, with an increased role for hotels along and near Massachusetts Avenue, relating to the new convention center.
 - (e) The area along Massachusetts Avenue between 2nd and 7th Streets, N.W., should have a mixed-use character (residential/commercial) with an opportunity for hotel and sports/entertainment facility development. Historic resources in the area should be protected and enhanced where feasible.
 - (f) The opportunity for a multi-modal transportation center, as recommended by the Interactive Downtown Task Force, between 4th and 6th Streets north of Massachusetts Avenue, N.W., should be analyzed in detail, and pursued if feasible, including development related to the transportation center.
- 900.32 Judiciary Square should be a delightful pause in the activity and density of Downtown. The primary government function of Judiciary Square will be maintained, and adjacent office development will provide a backdrop to the civic buildings of the square.
- 900.33 Downtown East should be a mixed-use area of hotel, commercial, retail, and residential development, taking advantage of its location between Capitol Hill, Downtown, and

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residential neighborhoods to the east, west, and north. A high density of development should be allowed as an incentive for mixed-use, especially residential and hotel uses.

- 900.34 The Interactive Downtown Task Force (IDTF), consisting of over 100 stakeholders appointed by the Mayor, submitted a report in December 1996, entitled "A Vision and Action Plan to Revitalize the Heart of Washington, D.C." The IDTF focused its attention on the center of Downtown between 2nd and 12th Streets, N.W., and extending north of Constitution Avenue to N Street, N.W.) and on the growing potential of urban entertainment/retail in Downtown Washington. The IDTF placed special emphasis on the 7th-9th Streets corridor from Pennsylvania Avenue north to the new convention center at Mount Vernon Square.
- 900.35 The IDTF recommended three key elements: (1) development of major new retail/entertainment venues celebrating American popular culture; (2) development of new international communication and trade facilities (termed "World Town"); and (3) an Intermodal Transportation Center north of Downtown, generally east of 7th Street and between Massachusetts and New York Avenues, N.W. The concept is for "World Town" to be built above the transportation center.
- 900.36 The IDTF outlined the concept of a variety of new major retail/entertainment venues in both existing and new buildings, such as an American Entertainment Center in the existing convention center (after the new convention center is completed), an interactive FBI museum and restaurant, a music dome, a National Children's Museum, a Smithsonian Arts Museum, sports retail/entertainment north of the MCI Center, an American Sports Museum and a new World sports stadium north of Massachusetts Avenue. These types of projects would be in addition to projects already proposed for the Downtown area.
- 900.37 The IDTF recommended enhancing and expanding the role of the visual and performing arts in Downtown, building on corridors of opportunity such as the E Street Theater Row and the Seventh Street Arts Walk. Improved institutional arrangements, including a Downtown Arts Committee, were recommended to foster the arts in Downtown.
- 900.38 The IDTF recommended a new public-private partnership to manage and guide Downtown, including a Washington Center Alliance and a Downtown Business Improvement District (BID). The Downtown BID began operating in late 1997, placing major emphasis on security, cleanup and promotion.
- 900.39 The IDTF also proposed establishment of a Tax Increment Financing (TIF) district to provide financial assistance for new retail/entertainment, housing and area-wide improvements. TIF legislation was enacted in 1998 and is available to assist housing and economic development projects both Downtown and throughout the city.
- 900.40 The IDTF report did not recommend changing existing zoning. Rather, its recommendations, particularly the maps included in the report, were purely illustrative of a land use pattern

which the task force favored. The IDTF envisioned that the land use pattern would be achieved through integrated incentives and economic encouragement for development. The concepts in the report were not intended to and do not impact adversely upon existing land use entitlements.

- 900.41 The Mayor's Office of Planning, in consultation with the Council, the public, and the National Capital Planning Commission, shall conduct a planning analysis of the recommendations of the Interactive Downtown Task Force and determine whether components of the recommendations should be incorporated within proposed amendments to the Comprehensive Plan to be submitted to the Council for review and approval.

901 DOWNTOWN LAND USE

- 901.1 The Downtown land use objective is to create a mix of different land uses in Downtown that will attract and serve a variety of users, as well as new uses, ensuring an active and productive Downtown at different times of the day and night. This objective will also provide diversified, balanced economic development that will help limit the impact of economic downturns on the local economy and the tax base.
- 901.2 The policies established in support of the Downtown land use objective are as follows:
- (a) A variety of regulatory measures and incentives should be used to achieve an overall mix of land uses appropriate to creating an active Downtown, placing special emphasis on achieving a critical mass of key land uses in overall numerical terms and in geographical patterns; and
 - (b) The land use “targets” should be used as guidelines for achieving an appropriate land use mix.

902 RETAIL LAND USE

- 902.1 The Downtown retail land use objective is to retain and strengthen retail activity in Downtown.
- 902.2 The policies established in support of the Downtown retail land use objective are as follows:
- (a) Restructure the retail pattern of Downtown to efficiently meet the demands of the future, adding new space and upgrading existing retail space;
 - (b) Develop a strong, concentrated Retail Core, maintaining and increasing the amount and variety of department stores, major retail outlets, and continuous retail frontages at the ground level, and targeting, but not requiring, more than one floor of retail on key squares;

- (c) Develop a series of specialty retail clusters along 7th Street, N.W., between Mount Vernon Square and Pennsylvania Avenue, N.W., with emphasis at Chinatown, Gallery Place, and Pennsylvania Quarter, with a link at Gallery Place to the Retail Core to the west, and an emphasis on developing retail/entertainment uses near the MCI Center;
- (d) Place special emphasis on developing new forms of retail/entertainment uses, such as the type called for by the Interactive Downtown Task Force in 1996, especially in and near the 8th Street corridor consistent with the Pennsylvania Avenue Plan where applicable;
- (e) Ensure the development of continuous active retail uses along both sides of F and G Streets, N.W., within the Retail Core and along 7th Street, N.W., between Pennsylvania Avenue, N.W., and Mount Vernon Square;
- (f) Develop retail uses on key north-south streets from Pennsylvania Avenue, N.W., and the convention center as gateways to and through the Retail Core;
- (g) Develop a variety of less intense retail frontages and clusters in other areas of Downtown, including retail related to residential communities;
- (h) Encourage redevelopment of the 14th Street, N.W., area, between G Street, N.W., and Thomas Circle, by means of new development and discourage clustering of sexually-oriented businesses in other locations through strict enforcement of zoning controls; and
- (i) Encourage investment, modernization, and maintenance of existing and new department stores located in Downtown by providing density bonuses and transferable development rights ("TDR") to all department stores, and by ensuring sufficient value of the TDR incentive by considering expansion of the TDR receiving zones to include the medium-high density commercial areas in the expanded Central Employment Area.

903 RESIDENTIAL LAND USE

903.1 The Downtown residential land use objective is to develop a significant residential community in Downtown in order to encourage a lively mix of activities, particularly in areas where existing neighborhoods can be retained and expanded, and where residents are important to mixed-use objectives.

903.2 The policies established in support of the Downtown residential land use objective are as follows:

- (a) Undertake a variety of public and private programs to achieve a major increase in residential units in Downtown;

- (b) Encourage residential in-fill as well as compatible major new residential development;
- (c) Facilitate mixed-use development along Massachusetts Avenue, N.W., that emphasizes the residential component of that mix, primarily in high-rise apartment buildings, and coordinate development to avoid substantial time lag between the nonresidential development;
- (d) Encourage residential use as part of mixed-use projects south of Massachusetts Avenue, N.W.;
- (e) Encourage residential use as part of mixed-use projects extending south through Chinatown and Gallery Place to connect with the proposed residential area on Pennsylvania Avenue, N.W.;
- (f) Support the proposed major residential development in the Pennsylvania Quarter area adjacent to Pennsylvania Avenue, N.W.;
- (g) Encourage development of residential units through renovation of space in older buildings above retail space, where appropriate and feasible;
- (h) Encourage some additional moderate-income housing development in Downtown;
- (i) Encourage improvement and development of residential areas adjacent to and near Downtown; and
- (j) Maintain and encourage mixed-use and mixed income projects.

904 HOTEL LAND USE

- 904.1 The Downtown hotel land use objective is to obtain a substantial increase in the number of hotels and hotel rooms in Downtown.
- 904.2 The policies established in support of the Downtown hotel land use objective are as follows:
 - (a) Encourage and give priority to clustering of hotels and convention center related uses around the new Convention Center at Mount Vernon Square;
 - (b) Facilitate development of hotels elsewhere in Downtown, with emphasis on the Gallery Place area, along Pennsylvania Avenue, N.W., along and near Massachusetts Avenue, N.W., in the hotel-residential incentive zone, Thomas Circle, the area north of the Convention Center, and Downtown East;
 - (c) Create mechanisms to ensure that hotel sites are available to meet the targets for hotels and undertake special programs as necessary to achieve hotel development;

- (d) Encourage the retention and development of a full range of hotels in the Downtown area, especially moderately priced hotels; and
- (e) Encourage the development of new hotels and other convention center related uses near the new convention center north of Mount Vernon Square, including such development on sites both south and north of Massachusetts Avenue, with emphasis on sites around Mount Vernon Square, especially those adjacent to the convention center, while preserving the residential character of the existing neighborhoods east, west and north of the new convention center.

905 PRIVATE OFFICE LAND USE

- 905.1 The Downtown private office land use objective is to obtain major new office development in Downtown, consistent with other land use and design objectives.
- 905.2 The policies established in support of the Downtown private office land use objective are as follows:
 - (a) Guide office space to appropriate locations including priority office areas, such as Franklin Square, Downtown East, and Judiciary Square;
 - (b) Use office market forces as devices to obtain other critical land uses, such as retail, hotel, residential, and arts uses; and
 - (c) Direct and apportion office development as necessary to obtain the desired mix of other land uses in mixed-use areas.

906 ARTS, CULTURAL AND ENTERTAINMENT LAND USE

- 906.1 The Downtown arts, cultural, and entertainment land use objectives are to retain, expand, and support arts, cultural, and entertainment activities in Downtown.
- 906.2 The policies established in support of the Downtown arts, cultural, and entertainment land use objective are as follows:
 - (a) Ensure that arts and entertainment uses become significant components of the land use mix in Downtown;
 - (b) Encourage the retention and enhancement of arts and cultural facilities and activities in Downtown;

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- (c) Encourage the development of additional arts and cultural facilities and activities, including the performing arts, particularly in the area around the National Portrait Gallery, south along 7th Street, N.W., to Pennsylvania Avenue, N.W., and along E Street to 14th Street, N.W.;
- (d) Capitalize on the potential afforded by the significant increase in visitor population around the Convention Center, Chinatown, and other areas to encourage entertainment activities that will serve both residents and visitors;
- (e) Encourage development of a number of major urban entertainment/retail complexes of the type called for by the Interactive Downtown Task Force in 1996 in the center of Downtown, grouped in and near the 8th Street corridor consistent with the Pennsylvania Avenue Plan where applicable. Place high priority on locating new multi-screen cinema complexes in the center of Downtown; and
- (f) Encourage the development of a National Music Center and Museum, to be developed with the assistance of the Federal City Council in conjunction with the Smithsonian Institution and the Library of Congress, to be a major mixed use attraction in Downtown.

906.3 The area within the following boundaries shall be designated as the Downtown Arts District: starting at the intersection of 6th Street, N.W., and Pennsylvania Avenue, N.W., in a northwesterly direction along Pennsylvania Avenue, N.W., to 14th Street, N.W., north along 14th Street, N.W., to F Street, N.W., east along F Street, N.W., to 11th Street, N.W., north along 11th Street, N.W., to G Street, N.W., east along G Street, N.W., to 10th Street, N.W., north along 10th Street, N.W., to G Place, N.W., east along G Place, N.W., and an extended easterly line of G Place, N.W., to 6th Street, N.W., south along 6th Street, N.W., to the point at the intersection of 6th Street, N.W., and Pennsylvania Avenue, N.W.

907 OTHER DOWNTOWN LAND USES

907.1 The objective for other Downtown land uses is to provide appropriate space for other land uses which require a Downtown location. Other land uses include District government facilities, federal government facilities, private, institutional, industrial, and wholesale land uses, and public parks and open spaces. Cultural, recreational, and sports activities should be increasingly encouraged in the Downtown area.

907.2 The policies established in support of the objective for other Downtown land uses are as follows:

- (a) Provide appropriate locations for District government facilities and office space that require a Downtown location;

- (b) Support recycling of landmark federal buildings for new uses, particularly residential, arts, cultural, and retail activities;
- (c) Allow for appropriate institutions that require Downtown locations and encourage institutions to make full use of existing facilities and assist their adaptation to changing roles in Downtown;
- (d) Assist religious congregations in Downtown with their special needs and programs with respect to Downtown development, such as parking and social programs;
- (e) Provide business assistance to industrial and wholesale uses to relocate within the District outside of Downtown, when they are displaced by new development;
- (f) Support retention of certain small wholesale uses, such as food wholesalers in Chinatown, that contribute to special activities in Downtown;
- (g) Encourage additional open spaces and plazas at selected locations and coordinate streetscape improvement to achieve an overall open street and open space system;
- (h) Encourage compatible landscaping of private property and improve maintenance of existing public open spaces; and
- (i) Encourage usable open space and recreational facilities in conjunction with new residential development.

908 URBAN DESIGN

908.1 The urban design objectives in Downtown are as follows:

- (a) Reinforce the specific physical qualities that establish the unique urban character of Downtown, including the network of diagonal avenues superimposed upon the rectangular grid of local streets, a variety of building forms and open spaces created by this street plan, a relatively low building height, and the mix of old and new buildings as well as monumental and vernacular architecture;
- (b) Strengthen the framework of the L'Enfant Plan as the setting for Downtown through landscape improvements and building frontage requirements that emphasize diagonal avenues, north-south axial streets and special places such as Mount Vernon Square, Pennsylvania Quarter, Gallery Place, and Judiciary Square;
- (c) Preserve and reuse historically and architecturally significant buildings and districts, where appropriate, as integral elements of Downtown development;

- (d) Establish specialized districts with individual identities based on scale of buildings, intensity of activity, and predominant uses to provide a varied and diverse texture within Downtown; and
- (e) Enhance public perception of safety by promulgating design standards which reinforce crime prevention programs.

908.2 The policies established in support of the urban design objectives in Downtown are as follows:

- (a) Retain the current maximum height limit in accordance with An Act To regulate the height of buildings in the District of Columbia, approved June 1, 1910 (36 Stat. 452, D.C. Code § 5-401 *et seq.*) ("Height Act"), in order to reinforce the "horizontal" urban quality of the District. In order to encourage a more detailed articulation of building roof lines and facades, consider adding parapets, cornices, and other architectural embellishments to the list of features allowed to project above the height limit established by the Zoning Regulations of the but within the height limit established by the Height Act; and
- (b) Modify the Zoning Regulations of the as appropriate to support these urban design objectives and policies, to encourage the emergence of specialized districts, and to assist in achieving a greater diversity and mix of uses than would otherwise occur.

909 STREET ORIENTATION AND DESIGN

909.1 The street orientation and design objectives are as follows:

- (a) Enhance the sense of place and orientation within Downtown through improved streetscape design;
- (b) Improve the design and maintenance of public spaces, including streets, sidewalks, overall general spaces, and large formal squares; and
- (c) Ensure that individual projects contribute to the overall vitality and diversity of Downtown by reinforcing the street as the center of activity and movement.

909.2 The policies established in support of the street orientation and design objectives are as follows:

- (a) Prepare and implement plans and criteria for Downtown street improvements that reinforce the identity of Downtown, provide orientation, identify special streets and districts, and encourage pedestrian movement and use of public transit. These streetscape plans and criteria should reflect the individual role, character, and importance of the various streets of the Downtown;

- (b) Provide for standard streetscape improvements by individual private developers at their expense in conjunction with new development or major renovation;
- (c) Undertake public investment or other special cooperative action where necessary to achieve a high level of amenity, to achieve a special treatment, or to ensure a continuity of streetscape improvements;
- (d) Include, or make explicit reference to, controls on adjacent building lines and facades in streetscape requirements, in order to establish more firmly the desired identity for each street and district;
- (e) Provide for the introduction of such features as gateways, lighting, signs, plantings, furnishings, and location maps at appropriate locations in streetscape designs;
- (f) Prohibit second-level pedestrian bridges that drain activity from the street level and compromise the visual integrity of the street plan;
- (g) Encourage multiple entrances in large Downtown projects to increase street-level activity;
- (h) Discourage further permanent street closings within Downtown, except where special designs demonstrate the necessity and significantly greater merit of disrupting the established Downtown pattern of movement and building;
- (i) Design certain streets so they can easily be closed to traffic on special occasions for use by pedestrians;
- (j) Provide for special design attention and streetscape improvements for special Downtown streets;
- (k) Consider the related design of adjacent public open spaces in designing special streets; and
- (l) Extend special streetscape design into areas adjacent to Downtown, as appropriate.

910 DESIGN OF BUILDINGS

910.1 The design of buildings objectives are as follows:

- (a) Encourage development to strengthen public perception of safety and to be appropriate in appearance, scale, proportion, and mass to its context. For example,

include a richness of decoration, texture, and detail, particularly at pedestrian levels; and incorporate facades that complement nearby facade patterns and reflect the frequency of entrances appropriate to the street they are facing; and

- 910.2 (b) Initiate an effective and workable advisory design review system for Downtown.
- The policies established in support of the design of buildings objectives are as follows:
- (a) Establish an advisory system of design standards to assist developers in making their developments compatible with the objectives and policies of the Downtown Element;
 - (b) Establish a design and development review board consisting of qualified persons representing architectural, historic, economic, transportation, and community interests to provide an advisory review of projects for conformance with established objectives and design criteria;
 - (c) Establish an advisory design guidance and review system that is clearly understood, efficient in its administration, and not redundant;
 - (d) Prepare generalized architectural and urban design criteria for Downtown development. These criteria would address items such as building-to-street relationship and adherence to building line; decoration, texture, lighting, and detail; differentiation of base, shaft, and crown, when applicable; treatment of cornices and building tops, including penthouses, preservation, rehabilitation, and reuse; and design for sun, light, rain, snow, wind maintenance, and noise;
 - (e) Formulate criteria that focus on performance rather than on mandated means to achieve good design. The criteria should inform and guide the Downtown review process and should constitute the basis of design requirements as part of other proposed modifications to the Zoning Regulations of the District of Columbia;
 - (f) Develop methods to provide work of art in public and private development within Downtown;
 - (g) Encourage well-designed facilities that will provide space for spontaneous performances, programmed entertainment, and social interaction; and
 - (h) Encourage improved signs in Downtown.

911 HISTORIC PRESERVATION

911.1 The historic preservation objectives for Downtown are as follows:

- (a) Preserve individual historic buildings and districts;
- (b) Complete landmark designations for Downtown;

- (c) Require that renovation of historic buildings and new construction affecting historic districts be sensitive to the character of those buildings and districts, in accordance with design criteria to be established;
- (d) Develop an effective preservation review process for Downtown;
- (e) Develop appropriate incentives, requirements, and assistance to encourage preservation and adaptive reuse;
- (f) Develop criteria and review systems that allow consideration of cultural values and goals; and
- (g) Recognize the importance of historic preservation as a viable economic development strategy.

911.2 The policies established in support of the Downtown historic preservation objectives are as follows:

- (a) Protect landmark buildings that have been designated;
- (b) Protect the character of historic districts in Downtown; and
- (c) Complete the process of designating proposed landmark buildings and areas in Downtown, including a review and consideration of those buildings and areas suggested for landmark and district designation; and eliminate, to the fullest extent possible, uncertainty about which buildings are to be preserved.

911.3 Design criteria expressing the appropriate relationship between historic buildings and new development in Downtown should be established in order to protect individual historic buildings and historic districts.

911.4 If conflicts occur between preservation and new development, they should be resolved on a case-by-case basis, taking into account use, design, and preservation objectives.

911.5 The policies established for assisting Downtown historic preservation are as follows:

- (a) Consider the use of a full range of implementation tools to assist preservation, including tax incentives, transfer of development rights, and public and private funding sources; and
- (b) Develop appropriate requirements and mechanisms to obtain maintenance and protection of designated landmarks.

912 TRANSPORTATION

912.1 The transportation objectives for Downtown are as follows:

- (a) Complete a balanced transportation system for Downtown that makes optimal use of the road network, public transit, and public space so that as growth occurs transportation needs for all users are met, diminish conflicts between uses, and ensure traffic safety; and
- (b) Design a transportation system that channels development to support urban design objectives. This transportation system must, for example, facilitate the movement of pedestrians and public transportation vehicles within Downtown, enhance public transit and pedestrian linkages to adjacent areas, supply parking needed to serve the desired mix of users, and encourage the provision of centralized or coordinated intrablock facilities for service vehicles.

913 PUBLIC TRANSIT

913.1 The public transit objectives are as follows:

- (a) Encourage maximum use of public transit for trips to Downtown;
- (b) Ensure that by the year 2000 the Metrorail system is operating at its designed capacity; and
- (c) Use public transit and other non-auto access to obtain a seventy to thirty (70/30) non-auto modal split for peak-period travel to and from Downtown.

913.2 The policies established in support of the public transit objectives are as follows:

- (a) Encourage appropriate mix and destiny of land use around Metrorail stations that complement the design capacity of each facility and establish guidelines for the development of areas of land around Metrorail stations in order to maximize the public investment in the Metrorail system;
- (b) Encourage excellence in the design of high-capacity public transit load points;
- (c) Give priority to use and development of public transit within Downtown;
- (d) Promote the use of public transit for commuting to work;
- (e) Encourage direct connections from Metrorail stations to adjacent development;
- (f) Improve the quality and availability of information about public transit service;
- (g) Encourage improved public transit service, particularly during off-peak hours;

- (h) Designate a system of bus-preference streets to improve the efficiency of access to Downtown and facilitate public transit service within Downtown;
- (i) Develop a special public transit service, such as minibuses or a form of “trolley,” to provide a link between the Retail Core and the Mall, and to other parts of Downtown and adjacent areas; and
- (j) Improve taxi service in Downtown by designating taxi stands and undertaking other special programs.

914 PEDESTRIAN MOVEMENT

914.1 The pedestrian movement objectives are as follows:

- (a) Enhance the pedestrian circulation network and offer maximum accommodations to facilitate pedestrian movement in Downtown;
- (b) Ensure attractive and consistent design of public space within Downtown; and
- (c) Provide security for pedestrians.

914.2 The policies established in support of the pedestrian movement objectives are as follows:

- (a) Implement a pedestrian-street system to improve certain streets for greater, or periodically exclusive, pedestrian use and allow vehicular traffic to be partially or completely restricted during certain periods through various auto-restriction measures;
- (b) Provide for sufficient pedestrian standing and movement space by regulating the location, type, and design of structures within sidewalk areas;
- (c) Provide sufficient sidewalk space at corners, transit stops and along streets that carry high volumes of pedestrian traffic;
- (d) Encourage private development to supplement public right-of-way where needed with widened sidewalks, through-block pedestrian ways and pedestrian resting and congregating areas;
- (e) Control auto and truck access to new development and pedestrian- oriented streets; and
- (f) Provide pedestrian services and an information system, including information kiosks, telephones, and newspaper vendors.

915 BICYCLE MOVEMENT

- 915.1 The bicycle movement objective is to allow for the safe and utilitarian use of bicycles within Downtown.
- 915.2 The policies established in support of the bicycle movement objective are as follows:
- (a) Establish a bicycle route system within the Downtown with adequate signs;
 - (b) Require an adequate supply of bicycle parking in all parking areas and in public spaces; and
 - (c) Encourage allowing bicycles in public transit vehicles during off-peak hours.

916 AUTOMOBILE ACCESS

- 916.1 The automobile access objectives are to provide safe, efficient, and convenient automobile access to Downtown, while emphasizing increased transit access, encouraging pedestrian movement, and protecting air quality.
- 916.2 The policies established in support of the automobile access objectives are as follows:
- (a) Maintain a system of automobile access streets to Downtown;
 - (b) Encourage through automobile traffic that circumvents Downtown;
 - (c) Relate parking to major automobile streets;
 - (d) Promote the use of ride-sharing for commuting to work; and
 - (e) Consider additional Downtown intersections for pedestrian-only traffic signals to help ease the flow of vehicular traffic.

917 PARKING

- 917.1 The parking objectives are as follows:
- (a) Provide a balanced parking supply which will support development objectives; and
 - (b) Maintain the durability of the Downtown urban fabric by controlling development of surface parking lots.
- 917.2 The policies established in support of the parking objective are as follows:

- (a) Encourage development of adequate parking spaces to meet requirements for a seventy to thirty (70/30) public transit modal split;
- (b) Encourage adequate short-term, off-street parking to meet needs for increased retail development and Convention Center-related requirements;
- (c) Consider establishing a special zoning procedure for allowing surface parking lots, with criteria including factors such as the timetable for new development;
- (d) Provide appropriate directional signs and information about parking;
- (e) Encourage the development of rental car services which can decrease the need for auto ownership by Downtown residents;
- (f) Undertake programs to address the special parking needs of Downtown churches and specialized institutions;
- (g) Address the special needs of van pool parking;
- (h) Give careful consideration to angle parking;
- (i) Prohibit or restrict parking entrances directly onto pedestrian-oriented and critical vehicular access streets, and instead require or encourage access to off-street parking facilities through public alleys;
- (j) Require new development to include adequate parking, especially when new development displaces existing parking spaces; and
- (k) Study the feasibility of creating a multi-modal transportation center (including but not limited to automobile and bus parking, with access and connections to transit systems) in the area north of Massachusetts Avenue, N.W., and east of 6th Street, N.W., with provision for mixed-use development above the center. Proceed with development of the center and related projects if feasible.

918 MOVEMENT OF GOODS

- 918.1 The goods movement objective is to provide for the efficient and convenient movement of goods and services within Downtown.
- 918.2 The policies established in support of the goods movement objective are as follows:
- (a) Maintain and improve interior-square access where needed to provide for off-street loading facilities;

- (b) Require adequate off-street or below-grade goods loading facilities in all new developments where feasible. The size and type of facility should relate to the needs of the development;
- (c) Convert existing on-street loading facilities to off-street facilities whenever possible;
- (d) Ensure that goods delivery does not impede pedestrian and traffic movement within the Downtown public rights-of-way by placing time restrictions on certain activities and on certain streets, where appropriate; and
- (e) Establish goods movement and delivery criteria for each street.

919 DOWNTOWN ECONOMIC DEVELOPMENT

- 919.1 The Downtown economic development objective is to obtain the full economic benefit from the development of Downtown in terms of new residents, new jobs, increased tax revenues (retail, personal, property, and business tax), minority ownership, and labor-intensive employment particularly benefiting the District.
- 919.2 The policies established in support of the Downtown economic development objective are as follows:
- (a) Increase the number of jobs in Downtown with special emphasis on providing jobs for District residents;
 - (b) Improve educational and training programs to prepare District residents for Downtown job opportunities;
 - (c) Strengthen programs to retain small and minority businesses and to encourage their growth and development in Downtown;
 - (d) Assist businesses that move from Downtown to relocate to new sites in the District; and
 - (e) Guide new Downtown development in order to maximize District tax revenues, consistent with other District elements of the Plan policies, and to provide an increasing amount of District tax revenues.

920 SOCIAL SERVICES

- 920.1 The social services in Downtown objective is to facilitate operation of a full range of private sector organizations in concert with the public programs in order to undergird and respond to the social needs of people who use Downtown.

920.2 The policies established in support of the social services in Downtown are as follows:

- (a) Establish a network of public and private human service agencies in and near Downtown, with special emphasis on programs to deal with the needs of the homeless and the transient;
- (b) Inventory Downtown social service agencies and programs to identify relocation assistance needs and explore possibilities of facility sharing to reduce overhead costs;
- (c) Establish an effective information and communication system regarding social services for all sectors of the Downtown community;
- (d) Assess the social service needs of the elderly who live in Downtown; and
- (e) Encourage social service delivery agencies to establish and maintain cooperative relations with the Downtown management entity.

921 HEALTH

921.1 The health objective for Downtown is to ensure that effective physical and mental health care services are available in or near Downtown.

921.2 The policies established in support of the health objective for Downtown are as follows:

- (a) Provide a network of service providers for emergency health care;
- (b) Provide health care information and referral centers in the Downtown area;
- (c) Initiate intergovernmental Downtown health care planning programs; and
- (d) Establish coordinated plans, strategies, and operations of the Department of Environmental Services and the Department of Human Services directed toward Downtown.

922 PUBLIC SAFETY

922.1 The public safety objective for Downtown is to improve public safety and increase the sense of safety in Downtown day and night.

922.2 The policies established in support of the public safety objective for Downtown are as follows:

- (a) Maintain a concentrated crime reduction program especially geared to Downtown;
- (b) Maintain an adequate level of emergency ambulance service in the Downtown area in response to an anticipated increase in the number of people using Downtown; and
- (c) Distribute information on public safety services to local businesses, residents, and tourists.

923 ACCESSIBILITY TO DOWNTOWN AND VISITOR SERVICES

923.1 The accessibility to Downtown and visitor services objectives are as follows:

- (a) Make Downtown accessible to all, including the handicapped and the elderly; and
- (b) Make Downtown convenient for visitors.

923.2 The policies established in support of the accessibility to Downtown and visitor services objective are as follows:

- (a) Provide information services to serve the sight and hearing impaired;
- (b) Provide transit services accessible to the disabled and the elderly throughout Downtown;
- (c) Encourage owners and tenants of retail, office, hotel, art, and museum uses available to the general public to make these uses accessible to physically impaired individuals;
- (d) Provide that all street crossings be made accessible to physically impaired individuals through curb cuts and ramps and be properly marked for visually impaired individuals through the use of audible signals; and
- (e) Develop appropriate information programs and services to inform visitors about Downtown and to encourage them to use Downtown.

924 RECREATION

924.1 The Downtown recreation objective is to stimulate publicly and privately sponsored recreation activities appropriate to the life of a Downtown community of workers, residents, and visitors.

924.2 The policies established in support of the Downtown recreation objective are as follows:

- (a) Upgrade and maintain public open spaces and streetscape areas in Downtown; and

- (b) Encourage the development of appropriate commercial recreation services, such as gyms, game courts, and health clubs.

925 DOWNTOWN RETAIL CORE

925.1 The Downtown Retail Core objectives are as follows:

- (a) Create, by intensity of retail uses, a concentrated area of specialty and department stores, appropriately blended with office use on upper-level spaces;
- (b) Reinforce the character and identity of the Retail Core as a vibrant marketplace by developing physical design criteria for both new and rehabilitation projects;
- (c) Create a pedestrian environment that will establish the Retail Core as a distinctive shopping area; and
- (d) Retain and expand small and minority businesses throughout the Downtown area, particularly encouraging ownership by District residents.

925.2 The policies established in support of the Downtown Retail Core objectives are as follows:

- (a) Strengthen the Retail Core by encouraging additional retailers to locate around existing major retail anchors, seeking to add one (1) or more department stores and major retail outlets, requiring continuous retail frontage in the Retail Core at ground level, and seeking but not requiring more than one (1) floor of retail on key squares in order to obtain a major concentration of retail space and activity;
- (b) Encourage the greatest possible variety of goods, services, and pricing in order that the Retail Core meets the needs of all residents, employees, and visitors;
- (c) Encourage hotels in and adjacent to the Retail Core;
- (d) Encourage restaurants and entertainment in the Retail Core to provide evening and weekend activities;
- (e) Encourage new office development in order to increase daytime activity, support retail uses, and provide employment closely related to Metrorail stations;
- (f) Focus attention on the visual base of the buildings, with continuous at-grade retail frontages and frequent store entrances at street level. Special features such as canopies, signs, and lighting should be used to create the image of a vibrant shopping environment. Design should reinforce F and G Streets, N.W., as the primary retail streets in Downtown;

ENROLLED ORIGINAL

- (g) Emphasize land use and design features of north-south streets that function as “gateways” to the Retail Core, providing access north to the Convention Center area and south to Pennsylvania Avenue, N.W., the Federal Triangle, and the Mall;
- (h) Orient future development to the street and generally build to the property line. Interior pedestrian paths should be designed as extensions of the streets, not as alternatives to them;
- (i) Redesign, and in some cases expand, sidewalk areas to create a more pleasant pedestrian environment;
- (j) Relate new development to the variety of scale and mass which characterizes the Retail Core. Special emphasis should be placed on the design of the first thirty feet (30 ft.) of building height;
- (k) Protect the special scale and character of Lincoln Place, the setting for Ford’s Theater (10th Street, N.W., between E and F Streets, N.W.);
- (l) Retain buildings that are designated landmarks;
- (m) Encourage new development to respect the character of adjacent landmarks through appropriate use of materials, building scale and mass, and architectural detail;
- (n) Emphasize and encourage pedestrian movement in the Retail Core;
- (o) Redesign F and G Streets, N.W., to increase pedestrian space and amenities, while retaining vehicular access; and restrict vehicular curb cuts on F and G Streets, N.W., within the Retail Core;
- (p) Design F, G, and 10th Streets, N.W., so they can be closed to vehicular traffic at certain times;
- (q) Improve the pedestrian section of G Street, N.W., between 9th and 10th Streets, N.W., (Library Place);
- (r) Improve information and signs for pedestrians and drivers, with special emphasis on Metrorail stations and Metrobus routes;
- (s) Encourage increased use of Metrorail to the Retail Core, and encourage the provision of additional direct links from the Metro Center Station to adjacent new development;
- (t) Develop a Downtown transit shuttle system, using special vehicles, to provide east-west movement along F and G Streets, N.W., and north-south movement to the Mall area;

- (u) Encourage provision of sufficient parking in and adjacent to the Retail Core, with emphasis on short-term parking for shoppers. Access to parking should be from E and H Streets, N.W., and the north-south streets;
- (v) Encourage consolidated off-street loading areas in new development with access from E and H Streets, N.W., and north-south streets, improve alleys as appropriate, and adopt necessary regulations for on-street service deliveries;
- (w) Facilitate District and private-sector efforts to develop and market the Downtown Retail Core as an attractive shopping destination for District residents as well as tourists and suburban residents, and improve the development and promotion of Downtown as a retail alternative to suburban shopping malls, including the development in the Downtown area of a major, creatively designed shopping mall with department store anchors, specialty and food stores, movie theaters, necessary security, and convenient and reasonably priced parking facilities; and
- (x) The former Woodward and Lothrop department store building in Square 346 may be converted and reconstructed for retail, service, arts, and entertainment uses and for residential uses as defined in the Zoning Regulations. The Office of Planning shall promptly propose a conforming amendment to the Zoning Regulations to accomplish this purpose.

926 GALLERY PLACE

- 926.1 The Gallery Place objective is to develop Gallery Place as a focal point in the District for specialty retail marketing, arts, and cultural activities, and for a sports and entertainment complex (MCI Center).
- 926.2 The policies established in support of the Gallery Place objective are as follows:
 - (a) Create a festive environment in the five (5) squares east and south of the National Portrait Gallery;
 - (b) Achieve a continuous and substantial residential and retail usage along 7th Street, N.W., from Pennsylvania Avenue to Massachusetts Avenue;
 - (c) Encourage a significant concentration of arts and arts-related retail around Gallery Place;

ENROLLED ORIGINAL

- (d) Improve linkages between the Pennsylvania Quarter area and Chinatown, between 7th Street, N.W., and the concentrated retail area west of 9th Street, N.W., and with Judiciary Square to the east;
- (e) Encourage a major concentration of retail and hotel development and either a sports and entertainment complex or residential development near the Gallery Place Metro station;
- (f) Design major developments, especially along 7th Street, N.W., so they “read as retail”;
- (g) Reinforce the Gallery Place area as a pedestrian space with pedestrian-oriented retail uses;
- (h) Design new buildings, and retain appropriate older buildings, with low scale building features along 7th Street, N.W., and high features to the east;
- (i) Preserve and use the landmark buildings around Gallery Place to help establish a special sense of place;
- (j) Use development tools such as lease requirements, urban renewal controls, zoning, and PADC controls to achieve special design and mix of uses for key squares around the National Portrait Gallery;
- (k) Support the conversion of the Tariff Building, located at 7th and F Streets, N.W., to an active museum for the arts and humanities or to residential use with related retail use;
- (l) Develop coordinated design and activity programs for the major streets in the Gallery Place, 7th, 8th, 9th, and G Streets, N.W.;
- (m) Improve the design of the Gallery Place space in front of the National Portrait Gallery and develop a program for a street market emphasizing crafts and food with space for cultural programs;
- (n) The squares along 7th Street, N.W., from Pennsylvania Avenue north to Massachusetts Avenue should primarily be used for residential, retail, and arts development with an emphasis on a mix of uses for each square and with residential use as the priority;
- (o) With regard to the District-owned Gallery Place site on Square 455, amend the Zoning Regulations and the urban renewal plan to permit a sports and entertainment complex (MCI Center);

- (p) With regard to the southern half of Square 454, amend the Zoning Regulations to permit a sports and entertainment complex as a matter of right, in addition to other uses currently permitted as a matter of right.

927 CHINATOWN

927.1 The Chinatown objectives are as follows:

- (a) Retain and enhance Chinatown as a thriving, mixed-use Downtown community including substantial housing with community and cultural facilities, street-level retail with related wholesale operations, supporting office and professional uses, and hotels;
- (b) Obtain a concentration of land uses consisting of ethnically-oriented ground floor retail uses, substantial housing and office uses, community facilities, and hotel uses as appropriate;

927.2 The policies established in support of the Chinatown objectives are as follows:

- (a) Develop a physical design criteria for new and rehabilitated buildings which will reinforce the definition and identity of Chinatown as a special cultural district;
- (b) Develop a range of special design guidelines which would include building design guidelines, historic preservation relationships, and streetscape and sign criteria and that are supportive of creating a special Chinatown cultural district;
- (c) Provide for the use of Chinese design features that do not harm the historic character and structural integrity of the buildings in Chinatown that receive landmark protection;
- (d) Treat Chinatown specially to create a special character through a variety of land use and design guidelines, incentives, and special programs;
- (e) Consider reducing or waiving parking requirements for new development of small and medium size buildings so as to encourage retail and entertainment uses and encourage a compatible scale and type of infill development;
- (f) Retain landmark buildings along the west side of 7th Street, N.W., between G and H streets, N.W., (Square 429) and assist in renovation and development of the square;
- (g) Support redesign of the park reservation at 5th Street, N.W., and Massachusetts Avenue, N.W., with a Chinese landscape theme, providing a symbolic gateway to Chinatown from Massachusetts Avenue, N.W.; and

- (h) Provide design features and attractions along 7th Street, N.W., north of H Street, N.W., in order to attract visitors from a new convention center north of Mount Vernon Square to the center of Chinatown at 7th and H Streets, N.W.

928 CONVENTION CENTER AREA

- 928.1 The Convention Center area objectives are to create a major concentration of residential, hotels and related retail and service uses around the Convention Center and to provide connecting pedestrian links to adjacent areas creating a special sense of place and activity around the center.
- 928.2 The policies established in support of the Convention Center area objectives are as follows:
 - (a) Encourage development of residential, hotels, entertainment, restaurants, shops, and convention-related services on squares immediately adjacent to the Convention Center;
 - (b) Design development adjacent to the Convention Center and along nearby streets with active ground floor retail, restaurant, and entertainment uses related to the Convention Center;
 - (c) Combine streetscape improvement and building design, coupled with convention-oriented activity, to create a sense of place around the Convention Center;
 - (d) Develop a transportation system management plan with emphasis on pedestrian movement to and from the center that will accommodate all traffic modes serving the center and related uses and will also facilitate nearby parking;
 - (e) Design and improve New York Avenue, N.W., to realize the design potential of this major avenue between the White House and Mount Vernon Square;
 - (f) Encourage pedestrian movement along 9th Street, N.W., between the previously established Convention Center area and a new convention center north of Mount Vernon Square;
 - (g) Focus hotel construction on vacant or nearly vacant land immediately adjacent to the new convention center, so as to minimize disruption and displacement of neighborhood residents; and
 - (h) Undertake a study and a strategic decision-making process to determine the optimum reuse and redesign of all or part of the Washington Convention Center building bounded by 9th Street, N.W., New York Avenue, N.W., 11th Street, N.W., and H Street, N.W., or the reuse and design of new development on this site, once the new convention center north of Mount Vernon Square is completed.

- (1) If the old building is demolished, the underlying rights of way of 10th and I Streets, N.W., should be restored to vehicular or pedestrian traffic in the configuration that existed immediately prior to the construction of the building.

- (2) The old Washington Convention Center site should continue to serve as a major destination for tourists, visitors, and residents. The site should be zoned to permit retail/entertainment, residential, hotel, and convention center related uses, along with sufficient underground parking, as the preferred uses. Privately financed development of the preferred uses, and of underground exhibit space with a connection to the new convention center, should be encouraged, if feasible.

929 PENNSYLVANIA AVENUE WEST

929.1 The Pennsylvania Avenue West objective is to achieve a concentration of hotels, retail, offices, restaurants, entertainment, and related activities, with emphasis on stimulating pedestrian movement from the Mall and Federal Triangle north across Pennsylvania Avenue, N.W., into the Retail Core.

929.2 The policies established in support of the Pennsylvania Avenue West objective are as follows:

- (a) Implement the PADC plan proposed for the area with a variety of uses, including hotels, offices, and retail;
- (b) Develop the E Street, N.W., corridor with evening-hour uses in new development, especially theaters and restaurants, to complement present theater activity;
- (c) Develop arts and entertainment use in the E Street, N.W., corridor in new and recycled buildings;
- (d) Promote street-level retail frontage which would stimulate movement along Pennsylvania Avenue, N.W., and north into the Retail Core;
- (e) Complement the special streetscape treatment of Pennsylvania Avenue, N.W., with special treatment of streets extending north into the Retail Core;
- (f) Preserve landmark buildings in the area;
- (g) Provide parking and service access to the Retail Core from E Street, N.W., but control access points;
- (h) Prepare and implement a traffic management program for the area;

- (i) Support continuing special activities and programs for Freedom Plaza and Pershing Park and coordinate improvements and activities within these areas with adjacent property owners and building occupants, including prevention of damage to the surfaces of the plaza; and
- (j) Support restoration of or improvements to public vehicular traffic flow on
Pennsylvania Avenue, N.W., and E Street, N.W., between 15th
and 17th Streets, N.W.

930 PENNSYLVANIA QUARTER

- 930.1 The Pennsylvania Quarter objectives are to physically reinforce Pennsylvania Quarter as a special area and to develop Pennsylvania Quarter as a special area and to develop Pennsylvania Quarter as a major mixed-use area, with special emphasis on achieving a major residential community and an arts area centered on 7th Street, N.W.
- 930.2 The policies established in support of the Pennsylvania Quarter objectives are as follows:
 - (a) Support a major residential development in the Pennsylvania Quarter area at a level consistent with the Pennsylvania Avenue Plan (at least one thousand two hundred (1,200) units);
 - (b) Encourage a significant amount of local arts activities, especially along 7th Street, N.W.;
 - (c) Promote a special physical character for the area, including creating major public spaces at Pennsylvania Quarter and Indiana Plaza designed to permit varied activities;
 - (d) Retain landmark and other appropriate older buildings and relate new buildings to the old in scale, materials, and architectural features;
 - (e) Develop 8th Street, N.W., as a primarily pedestrian street with a design respecting the axial link between the National Archives and the National Portrait Gallery;
 - (f) Prepare plans and criteria for streetscape improvements along 7th, 8th, and 9th Streets, N.W., that reinforce the character and activities envisioned for this area;
 - (g) Develop a pedestrian area in and adjacent to Indiana Avenue, N.W., but retain the vista to Judiciary Square and maintain some vehicular traffic flow on Indiana Avenue, N.W.; and
 - (h) Encourage residential development on the squares running along both 8th and 9th Streets, N.W., north from Pennsylvania Avenue to Massachusetts Avenue.

931 FRANKLIN SQUARE

931.1 The Franklin Square objective is to complete development of the Franklin Square area as the major center of office development in Downtown, with focal points and places of special interest, including Franklin Square and New York Avenue, N.W. The Franklin Square subarea includes all of the eight squares which immediately abut or confront Franklin Square itself.

931.2 The policies established in support of the Franklin Square objective are as follows:

- (a) Encourage the continued development of Franklin Square as a prestige office area;
- (b) Encourage additional hotel development in the area with emphasis on increasing the cluster of hotels around Thomas Circle;
- (c) Encourage curtailment of the sexually-oriented entertainment establishments along 14th Street, N.W., by market forces and law enforcement and discourage re-concentration in other locations;
- (d) Prepare and implement physical design criteria for all development facing Franklin Square in order to develop a frame for the square;
- (e) Support open space improvements in Franklin Square and the introduction of special programs to create new activities in the square;
- (f) Protect landmark buildings, and protect and enhance the character of the 15th Street, N.W., financial district;
- (g) Prepare streetscape guidelines and implement special streetscape improvements for New York, Massachusetts, and Vermont Avenues, N.W., and K, 13th, 14th, and 15th Streets, N.W.;
- (h) Ensure the efficient movement of vehicles in the area, especially public transit vehicles; and
- (i) Develop parking guidelines to provide for short-term parking needs.

932 MOUNT VERNON SQUARE

932.1 The Mount Vernon Square objectives are as follows:

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- (a) Develop the primary residential neighborhood of Downtown at Mount Vernon Square, with a mix of other uses including offices, hotels, and neighborhood retail and public facilities, and a design character related to residential use; and
- (b) Encourage development in the Mount Vernon Square area to take cognizance of the development of a new convention center north of the square.

932.2 The policies established in support of the Mount Vernon Square objectives are as follows:

- (a) Facilitate a mix of uses, including residential, hotel, office, and related retail uses in the central and southern portions of the area, sensitive to the predominantly residential neighborhood surrounding squares 400, 401, 402, 424, 425, and 426 to the east, west, and north. In order to facilitate this mix of uses, the squares immediately adjacent to and west of the new convention center should be zoned for mixed use, combining high density residential with high density commercial;
- (b) Give special attention to the area along Massachusetts Avenue, N.W., from 9th to 15th Streets, N.W., in order to provide a transition from predominantly commercial uses in the core of Downtown south of the avenue to predominantly residential uses in the Shaw community to the north, with an increased role for hotels along and near Massachusetts Avenue relating to the new convention center:
 - (1) Support the new convention center north of Mount Vernon Square (between 7th and 9th Streets, N.W., and from Mount Vernon Place to N Street, N.W., except for eastern half of Square 424) as an important new civic feature and economic catalyst for the surrounding area, Downtown, the city, and the region;
 - (2) Emphasize mixed use, with hotels and other convention center related uses (excluding commercial office uses) mixed with residential development, in the immediate vicinity of the new convention center, along the 900 block of Massachusetts Avenue and L Street N.W.;
 - (3) Encourage and require residential development through mixed use and residential zoning and other means, and protect and enhance existing housing resources in accordance with District law;
 - (4) Support a mixed use character of residential and commercial, including the opportunity for hotel and sports/entertainment facility development, along Massachusetts Avenue between 2nd and 7th Streets, N.W., while protecting and enhancing historic resources in the area in accordance with District law; and
 - (5) Consistent with the Intermodal Transportation Facilities section of the Transportation Element (section 508 of the Comprehensive Plan), explore the feasibility of creating a multi-modal transportation center between 4th and 6th

Streets north of Massachusetts Avenue, N.W., including development related to the transportation center;

- (c) Assist the industrial and wholesale establishments displaced by new development to relocate to other sites in the District;
- (d) Prepare and implement special streetscape plans for 8th Street, N.W., K Street, N.W., Massachusetts and New York Avenues, N.W., including coordinated designs for the park reservations along these avenues;
- (e) Encourage landscape improvements to make Mount Vernon Square a focal point for the area and the major route into Washington along New York Avenue, N.W.;
- (f) Prepare and implement advisory design criteria for massing and building lines around Mount Vernon Square;
- (g) Encourage pedestrian amenities and movement along north-south streets, especially 7th, 8th, 9th, 11th, and 13th Streets, N.W., and along east-west streets, especially K Street, N.W., providing linkages and pedestrian movement between the Mount Vernon Square area and a new convention center north of Mount Vernon Square; and
- (h) Develop a parking management program to protect residential areas from parking spillover from the south and from through traffic flows.

933 JUDICIARY SQUARE

933.1 The Judiciary Square objectives are to complete development of the Judiciary Square area primarily with office development south of G Street, N.W., and a mix of office, retail, residential, and hotel uses to the north, and to develop the square and older buildings in it as a special place.

933.2 The policies established in support of the Judiciary Square objectives are as follows:

- (a) Complete office development on both sides of the square from D to G Streets, N.W., with uniform massing and setbacks along 4th and 5th Streets, N.W.;
- (b) Encourage residential and hotel development north of G Street, N.W.;
- (c) Encourage retail development along H Street, N.W., to allow eastward extension of Chinatown retail uses;
- (d) Encourage renovation of the Pension Building for the National Building Museum;
- (e) Develop design guidelines for development surrounding the square;

- (f) Improve the design and use of the open space in the square, eliminate surface parking, and upgrade landscaping;
- (g) Retain landmark buildings;
- (h) Emphasize the pedestrian orientation of the area, including restricting traffic on F Street, N.W., between 4th and 5th Streets, N.W.;
- (i) Restrict parking and service to buildings from streets fronting the square;
- (j) Link Judiciary Square to adjacent areas of Downtown by surface public transit; and
- (k) Develop streetscape standards for key streets in the Judiciary Square area including the streets surrounding the square, and for F Street, N.W., H Street, N.W. (Chinese design theme), and Massachusetts Avenue, N.W.

934 DOWNTOWN EAST

934.1 The Downtown East objectives are as follows:

- (a) Complete development of Downtown East as a major mixed-use area, including hotel, commercial, retail, residential, and special uses; and
- (b) Realize the opportunity for development over the Center Leg Freeway between E Street, N.W., and Massachusetts Avenue, N.W., when feasible.

934.2 The policies established in support of the Downtown East objectives are as follows:

- (a) Encourage additional office development, hotels, and retail uses, especially restaurants and entertainment;
- (b) Orient future development to New Jersey, Massachusetts, and Louisiana Avenues, N.W., and North Capitol Street to frame these important streets;
- (c) Improve the design of the area along North Capitol Street and Massachusetts Avenue, N.W.;
- (d) Improve pedestrian and transit links with the rest of Downtown to the west;
- (e) Consider using Downtown East as a receiving area for transfer of development rights from other areas;
- (f) Require residential development as part of the Center Leg Freeway development; and

- (g) Design freeway air-rights development that is sensitive to impacts on adjacent areas and the preservation of the views along F and G Streets, N.W.

935 DOWNTOWN PUBLIC ACTION

935.1 The Downtown public action objectives are as follows:

- (a) Create an effective and realistic implementation program to realize practical results, emphasizing coordination and cooperation; and
- (b) Implement the Downtown Element in a coordinated manner so that review and implementation actions for one (1) element consider the objectives and policies of other elements.

935.2 The policies established in support of the Downtown public action objectives are as follows:

- (a) Establish an administrative process with the resources and tools necessary to achieve Downtown objectives and with the flexibility to change as needs arise;
- (b) Form a joint public and private partnership that recognizes past investments and works to share the benefits and risks of future key investments;
- (c) Create a revitalized Downtown with a mix of activities and buildings in which the various users recognize the benefit of the mix and support it; and
- (d) Streamline government procedures by eliminating unnecessary steps and agency reviews and by providing clear guidance for private investors and responsible review agencies.

936 DOWNTOWN MANAGEMENT

936.1 The Downtown management objective is to establish continuing leadership and management to ensure that Downtown objectives are achieved.

936.2 The policies established in support of the Downtown Management Objective are as follows:

- (a) Create a public-private Downtown Management Entity to manage and coordinate implementation of Downtown element including activities, such as the following:
 - (1) Promotional activities;
 - (2) Planning and design programs;

- (3) Project review and coordination;
 - (4) Business development and employment incentive programs;
 - (5) Special maintenance and security programs for public spaces;
 - (6) Selected public improvements;
 - (7) Special transportation services;
 - (8) Joint development enterprises;
 - (9) Technical assistance and planning; and
 - (10) Economic development;
- (b) Initiate a coordinated promotion program for Downtown; and
- (c) Undertake a coordinated program of special public events in Downtown.

937 DOWNTOWN DESIGN REVIEW

- 937.1 The Downtown design review objective is to establish an efficient and streamlined design and development review system that encourages excellence in design and development in Downtown.
- 937.2 The policies established in support of the Downtown design review objectives are as follows:
- (a) Formulate a design and development system that includes the following:
 - (1) Development of design criteria for new construction, rehabilitation, and restoration of designated landmarks;
 - (2) Adoption of the design criteria by appropriate review bodies within their areas of jurisdiction;
 - (3) Establishment of an advisory design review system with expedited procedures for projects in Downtown; and
 - (4) Formation of design and development review panel comprised of professionals in the design and development fields and, where appropriate, members of existing review bodies to provide an advisory review of projects under established criteria and to provide recommendations for action to the management entity and the District government; and

- (b) Provide that during the preparation of design criteria and the establishment of the Downtown management entity and its design review panel, advisory design, and development review should be conducted by the Office of Planning.

938 DOWNTOWN STREETScape

- 938.1 The Downtown streetscape objective is to develop a broad-range system for design and management of public streets to ensure their optimum development and use.
- 938.2 The policies established in support of the Downtown streetscape objective are as follows:
 - (a) Use the adopted streetscape standards;
 - (b) Provide for the installation of streetscape treatments in the public space in front of private development projects as a responsibility of the private developer;
 - (c) Conduct detailed design studies for special pedestrian and public transit streets and areas;
 - (d) Implement the recommended special street improvements; and
 - (e) Outline a thorough system for public and private signs and information, with appropriate implementation strategies.

939 PUBLIC ACTION FOR DOWNTOWN HISTORIC PRESERVATION

- 939.1 The public action objective for Downtown historic preservation is to promote the preservation of Downtown historic resources, and, where necessary, provide incentives for restoration and reuse of landmarks and buildings contributing to Historic Districts.
- 939.2 The policies established in support of the public action objective for Downtown historic preservation are as follows:
 - (a) Determine the necessity for standards and guidelines for restoration and reuse of landmarks and buildings which contribute to historic districts, as part of the Downtown Element; and
 - (b) Explore a full range of additional tools (such as transferable development rights, differential tax assessments, tax incentives, and facade easements and dedications) to encourage the retention and restoration of historic buildings.

940 DOWNTOWN ZONING AND OTHER LAND USE CONTROLS

940.1 The Downtown zoning and other land use controls objectives are as follows:

- (a) Select zone districts and zoning techniques that are consistent with the Downtown Element; and
- (b) Use public development sites to achieve the objectives of the Downtown Element.

940.2 The policies established in support of the Downtown zoning and other land use controls objectives are as follows:

- (a) Recommend zoning for Downtown that takes into account the targets of the Downtown land use objectives;
- (b) Prepare new zoning regulations that provide appropriate incentives for key land uses, such as residential, hotel, theater, and arts-related facilities, and historic preservation;
- (c) Consider including performance bonuses and administrative reviews wherever possible in the Zoning Regulations of the that provide for incentives;
- (d) Use appropriate zoning text and map changes, including overlay zones, to achieve Downtown Element objectives, including but not limited to, the following:
 - (1) Obtaining mixed-use development with residential development south of Massachusetts Avenue;
 - (2) Obtaining mixed-use development west and south of Mount Vernon Square to Pennsylvania Avenue, N.W., using office development where appropriate as a catalyst for new housing and hotels;
 - (3) Obtaining retail use, especially on the ground floor, in the Retail Core, Gallery Place, Pennsylvania Quarter, and Chinatown subareas;
 - (4) Obtaining arts and entertainment uses in the Gallery Place area and portions of the Retail Core and Chinatown;
- (e) Provide that the Zoning Regulations of the applicable to the Retail Core and other areas of Downtown where retail uses are to be concentrated should implement the desired objectives by requiring that a portion of the building space be devoted to retail use, and by including standards for frontages. These standards should foster active, street-oriented retail uses on the ground floors of selected streets;
- (f) Use the opportunity of public development sites, such as urban renewal sites, WMATA joint development sites, University of the District of Columbia sites, and

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PADC sites, to implement key objectives and policies of the Downtown Element, especially with respect to Downtown land use and design;

- (g) With regard to the Downtown Development District (“DDD”) regulations adopted by the Zoning Commission:
 - (1) Continue to impose residential requirements for those areas within the DDD that are designated for mixed residential and commercial uses on the generalized land use map, except that the Zoning Commission shall adopt the following amendments to the DDD zoning regulations:
 - (A) Permit the residential requirement on sites south of Massachusetts Avenue to be satisfied by combined lot development of the same amount of required housing anywhere within the Pennsylvania Quarter area, the Gallery Place area, or the Chinatown area;
 - (B) Except for Squares 406, 407, and 457, substantially increase, from the previously adopted level of forty percent (40%), to fifty percent (50%) the percentage of residential zoning requirement south of Massachusetts Avenue that can be satisfied by the construction or rehabilitation of low- and moderate-income housing anywhere in the District, and provide other incentives (e.g., counting existing low- and moderate-income housing at two (2) times its space in meeting the on-site residential requirement) for the construction or rehabilitation of low- and moderate-income housing in the DDD or in neighborhoods adjacent to the DDD; and
 - (C) If there is a commitment to construct a sports and entertainment complex at Gallery Place, add Square 491, the site of the Department of Employment Services, bounded by Pennsylvania Avenue, N.W., 6th Street, N.W., C Street, N.W., and John Marshall Place, N.W., to Housing Priority Area C;
 - (D) Restructure the floor area ratio requirements for preferred retail uses in the DDD to limit the minimum requirement to street-oriented ground floor frontages, but maintain and enhance incentives for the maintenance and development of preferred retail uses on more than one (1) floor (particularly for specialty and department stores);
 - (E) Provide incentives, including density bonuses and transferable development rights (“TDR”), to existing and new department stores, and ensure sufficient value of the TDR incentive by considering expansion of the TDR receiving zones to include the medium-high density commercial areas in the expanded Central Employment Area

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- (2) Amend the Zoning Regulations to include residential use among the preferred uses permitted on Square 346;
- (3) Amend the Zoning Regulations to permit former Special-Purpose (SP) zoned properties in Square 315, which had valid SP certificates of occupancy prior to the adoption of the DDD regulations in January 1991, to be used as a matter of right for all purposes currently allowed for other SP zoned properties generally, including the same right to be used for general office purposes; and
- (4) Amend the Zoning Regulations to include Square N-515 within the DD/C-3C zoning district.
- (h) With regard to the disposition of the District's Department of Employment Services building site on Square 491, require that the entire residential zoning requirement for this site shall be satisfied on-site;
- (i) With regard to Downtown planned unit developments ("PUDs"):
 - (1) Downtown has gained many new residents since 1993. They should be encouraged to comment on zoning actions that affect them. Persons, parties, associations and groups who are currently located within the affected area of a PUD (1500 feet from the boundaries of the site) but who were not located within the affected area of the PUD when it was first approved should be permitted to participate as a party in any subsequent proceedings before the Zoning Commission concerning that PUD; and
 - (2) The Office of Planning shall prepare for the Zoning Commission's consideration proposed text and rule changes to give effect to these policies; and
- (j) Amend the Zoning Regulations to change the zoning of the existing Washington Convention Center site, which consists of Squares 343, 373 and 374, from C-3-C to C-4 with housing permitted but not required.

941 DOWNTOWN TAXATION AND FINANCING

- 941.1 The Downtown taxation and financing objective is to encourage the use of tax and financing incentives to assist in achieving the Downtown Element's objectives.
- 941.2 The policies established in support of the Downtown taxation and financing objective are as follows;
 - (a) Provide tax adjustments and incentives to be used in obtaining preferred uses which may require assistance including residential, arts and cultural facilities, historic

preservation, and, where necessary, retail concentrations and short-term parking facilities;

- (b) Support the operations and services of the Downtown management entity and support selected capital facilities, through the use of devices such as special taxes and tax increment financing;
- (c) Create a funding source, such as a Downtown special tax district, to provide the necessary legal authority for tax-increment financing and special taxes to support services directly related to Downtown functions; and
- (d) Use Housing Finance Agency powers for Downtown housing and other financing procedures, where necessary, to achieve selected key objectives in Downtown.

942 PUBLIC ACTION FOR DOWNTOWN TRANSPORTATION

942.1 The public action objective for Downtown transportation is to establish a balanced transportation system which optimizes use of the road network, mass transit, and the public space.

942.2 The policies established in support of the public action objective for Downtown transportation are as follows:

- (a) Develop a transportation management system to coordinate new pedestrian, transit, parking, and service programs in Downtown;
- (b) Revise parking and loading standards in the Zoning Regulations of the District to achieve the objectives;
- (c) Place priority on achieving the proposed public transit seventy to thirty (70/30) modal split objective through increasing transit usage and increasing auto occupancy;
- (d) Initiate a shopper-parking program to provide for availability of reasonably priced, short-term parking;
- (e) Support the creation of a multi-modal transportation center between 4th and 6th Streets north of Massachusetts Avenue, N.W., if feasible; and
- (f) Re-open Pennsylvania Avenue, N.W., between 15th and 17th Streets, N.W., to vehicular traffic flow, and expand vehicular traffic flow on E Street, N.W., between 15th and 17th Streets, N.W.

943 PUBLIC ACTION FOR DOWNTOWN ECONOMIC AND EMPLOYMENT DEVELOPMENT

- 943.1 The public action objective for Downtown economic and employment development is to develop a full set of business assistance and employment programs to obtain the full economic benefit from Downtown development.
- 943.2 The policies established in support of the public action objective for Downtown economic and employment development are as follows:
- (a) Establish a coordinated employment services system to prepare District residents to assume new jobs created by Downtown growth and to facilitate job placement;
 - (b) Establish a system for focusing and coordinating business development programs in Downtown with priority on retaining and expanding small businesses; and
 - (c) Target technical assistance for increasing the role of the economically disadvantaged in Downtown's development.

944 DOWNTOWN PUBLIC IMPROVEMENTS

- 944.1 The Downtown public improvements objective is to provide the public improvements necessary to ensure quality public facilities and to stimulate further private sector investment in Downtown.
- 944.2 The policies established in support of the Downtown public improvements objective are as follows:
- (a) Reinvest in Downtown a portion of the revenues generated by redevelopment of Downtown to improve its physical environment and facilities; and
 - (b) Prepare a component of the Capital Improvements Program to highlight and give priority to public investments in Downtown.

945 DOWNTOWN PLANNING PROCESS

- 945.1 The Downtown planning process objective is to establish an ongoing planning process that provides for continuing refinement and implementation of the Downtown Element, periodic review of progress in realizing Downtown objectives and policies, provision of information about Downtown, and opportunities for community review and comment.
- 945.2 The policies established in support of the Downtown planning process objective are as follows:

- (a) Continue refinement of the Downtown Element and track the progress or problems in realizing Downtown objectives and policies;
- (b) Provide information on Downtown on a continuing basis through reports, displays and exhibits, and presentations and meetings;
- (c) Prepare periodically a report to the Council of the District on the progress of creating a “Living Downtown.” This report is the responsibility of the Mayor of the and should be prepared in cooperation with persons and entities with interests in Downtown, including but not limited to, small Downtown businesses;
- (d) Encourage development of a “Downtown community” of organizations, institutions, residents, and businesses in, or interested in, Downtown; and
- (e) Revise existing plans to conform to the Downtown Plan Element.

999 DEFINITIONS

- 999.1 The provisions of §199 of chapter 1 of this title and the definitions set forth in that section shall be incorporated by reference in this section.